

**Minutes
April 25, 2016
12 p.m. – 4 p.m.
Augenstein Alumni Center**

Dean Katz and Mr. Chad Davis, Chair, welcomed everyone. Mr. Davis welcomed guest Coach Jeff Brohm, WKU Head Football Coach. Coach Brohm gave a presentation, “Success on the Field, in the Classroom, and Throughout Life.”

Dr. Jeff Katz, Dean, introduced new council member, Ms. Jane Chappell, and announced Mr. Steve Preston and Ms. Valerie Brown will move to Executive Ambassadors. He gave an update from the college. Dr. Katz shared the educational value chain, curriculum updates, financial performance, PEAK initiatives, and the challenges ahead. He asked for suggestions. Mr. Davis encouraged interdisciplinary work. Mr. Marc Satterthwaite suggested more focus on writing skills and business communication. Mr. Scott Whitehouse suggested joint ventures with other colleges to teach business skills. Mr. Davis said the GFCB should lead an effort to offer business etiquette and business skills across campus. Dr. Katz shared the recent pamphlet from the GFCB Etiquette Dinner. He also shared the most recent annual report. He gave an update on the building and the biennial budget.

Mr. Davis introduced the GFCB student panel consisting of Ms. Nasarin Artoul, Mr. Cody Cox, Ms. Kristen Lyons, and Mr. Tom Seibold. The students shared their experiences at WKU and plans for the future.

Mr. Davis welcomed the staff panel consisting of Ms. Adrienne Browning – Career Specialist, Ms. Monica Duvall – Internship Coordinator, and Ms. Amy Miller – Development Director. They gave an update from their areas and answered questions from the council.

In conclusion, the BEAC held an executive session with Dr. Katz.

The meeting concluded at 4 p.m. and the next BEAC is scheduled for October 22, 2016.